



MY STORE

16 August 2019

## **BEAUTY EMPORIUM BY MYER OPENS**

### **THE EXCLUSIVE ONE-STOP DESTINATION FOR EVERYTHING BEAUTY**

Myer's Group General Manager for Beauty and Lingerie, Sue Price, today officially launched the Beauty Emporium by Myer at Sydney City.

Beauty Emporium by Myer will provide our customers with a one-stop shop for everything beauty, with a carefully curated collection of the most-wanted, most-innovative skincare and makeup brands the world has to offer, including brands that are exclusive to Myer.

The Beauty Emporium is also open at Myer's Chadstone and Melbourne stores, and will be rolled out to more stores over the coming months.

With new fixtures and an innovative layout, this fresh approach to Myer's beauty business, with over 80 wonderful brands, makes Myer the ultimate destination for everything beauty. The Emporium also incorporates new global trends including wellness, beauty with a conscience products, emerging Korean and Japanese brands, as well as, new Indie brands and travel retail.

In the area of wellness, Myer will offer brands including: 39 Degrees, Vida Glow, Tonik, In Essence; and will also be launching Myer Ambassador Racheal Finch's Kissed Earth range in October. Some of the leading brands from Korea (K-Beauty) include: Banilla Co, AHC, Huxley, Neogen, as well as Australian brands Eco Tan, Sand & Sky, Alpha H, Face Halo; and socially conscious brands: Ere Perez, Inika, Nude By Nature, Beauty Boosters, to name a few.

The Beauty Emporium will have specialised Beauty Emporium Team Members who will be able to serve, provide assistance and educate on the Beauty Emporium offering to customers.

#### **Quotes attributable to Myer's Group General Manager for Beauty and Lingerie, Sue Price:**

*"Beauty Emporium by Myer confirms our place as the destination for all things beauty."*

*"Our new Emporium provides our customers with a carefully curated collection of the most-wanted, most-innovative skincare and makeup brands the world has to offer, many of which you will only find at Myer."*

*"This is backed by our wonderful team members, who will provide the highest level of advice and service to our customers on our range and offer."*



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*“The Emporium truly sets us apart and differentiates us from the busy and competitive beauty marketplace, and we invite customers to visit us and experience it for themselves.”*

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